



CRICKET AUSTRALIA



THE MARKET

Summer means cricket for Australians all around the nation. Players, officials, venue managers, volunteers, local councils, media, families, suppliers and fans gear up for their respective roles in what is Australia's biggest genuine national sport.

At an elite level, Australia's summer features Tests and one-day games for the men's and women's teams. Elsewhere, the world's strongest domestic first-class cricket competition, the Pura Cup, one-day interstate ING Cup and the Women's National Cricket League, build on their traditions.

And across the nation, hundreds of thousands of men and women, boys and girls, are taking to the field at all levels of international, interstate, local, community and school cricket. Countless more will roll their arm over in the backyard or on the beach.

Cricket has a distinct place in Australian society and history. The game has played a significant role as an element in Australia's national identity.

Australians pride themselves on playing the game hard but fair, and Australia is currently and also historically the world's

most successful cricketing nation.

Embracing the spirit of the game means participating fairly, either as a player or as an official, and exhibiting respect for other players and officials and the game's traditional values such as graciousness in defeat and humility in victory.

ACHIEVEMENTS

During the 2002-2003 season, independent market research confirmed that cricket is Australia's favourite team sport.

Cricket Australia's revenue continues to grow.



Over the past five years, Cricket Australia has generated a 95 per cent increase in revenue. This has largely come from increases in sponsorship and media rights income, but the other core revenue stream, gate receipts, has also grown strongly.

In the 2002-2003 season, Cricket Australia generated total revenue of \$87.1 million.

HISTORY

The first central administrative body for cricket in Australia was established in March 1892, when delegates from the state associations of New South Wales, South Australia and Victoria complemented growing federalist fervour by establishing the Australasian Cricket Council.

The Council disbanded only seven years later, but the void was filled when the Australian Board of Control for International Cricket was formed in 1905 with two representatives from New South Wales and Victoria. A delegate from Queensland joined later the same year; and in 1906 another representative from New South Wales and Victoria attended, along with three from SA.

Tasmania was permitted one representative from 1907, while Western Australian representation became a reality from 1913. The only other changes to the number of delegates provided by the states were made in 1914 and 1974 respectively, when Queensland and Western Australian representation increased to two each.

The organisation again changed its title in 1973 - this time to the Australian Cricket Board.

Arguably the biggest period of transition in its operations occurred in the late 1970s, when the advent of World Series Cricket prompted a number of important changes in the areas of marketing, commercial affairs and media involvement in cricket.

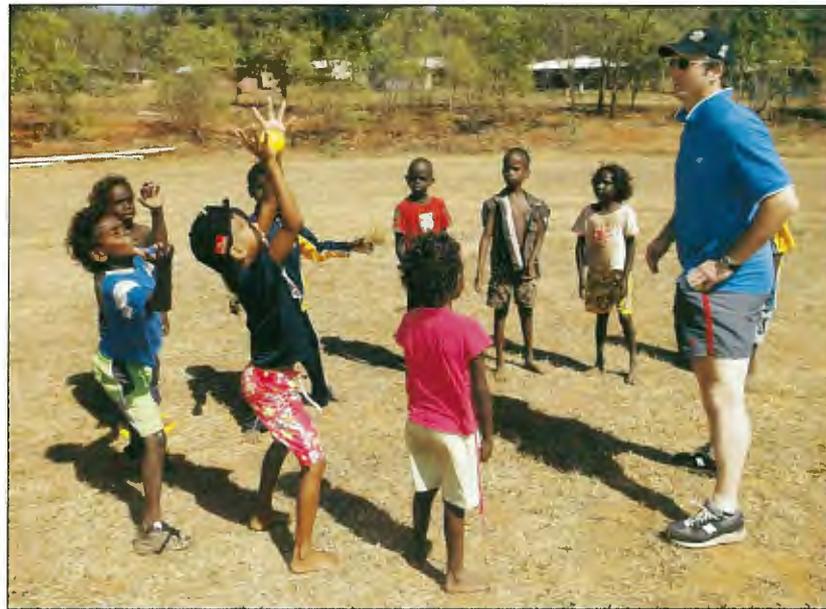
In 2001 Bob Merriman became the 34th person to oversee the Board's activities as its Chairman when he replaced Denis Rogers.

Among the wide range of developments to which these men have been forced to respond in their roles as the Board's figureheads, some of the more notable have been: the 1912 dispute

between officials and a group of the country's senior players; the outrage prompted by the 'Bodyline' series of 1932-33; the onset of World Series Cricket in the late 1970s; the staging of rebel tours to South Africa during the 1980s; and the threat of strike action launched by the nation's players in 1997.

The longest serving Chairmen were Allen Robertson (1930-33, 1936-45, 1948-51) and Aubrey Oxlade (1927-30, 1933-36, 1945-48, 1952-52), while arguably the best-known was Sir Donald Bradman (1960-63, 1969-72).

James Sutherland became the organisation's 12th Secretary/Chief Executive Officer in 2001 when he succeeded Malcolm Speed.



traditions of the game and recognises past and present heroes. The 'GoAussieGo' campaign has been running for some six years, and follows the success of the previous campaign, 'C'mon Aussie C'mon', which was first introduced in the 1978/79 season during the World Series Cricket era.

The highly successful MILO Cricket programs see nearly half a million primary and secondary school students experience the game every year by means of tailored matches, clinics and other activities. MILO Kanga Cricket, Have-A-Go and Super 8s all aim to raise awareness and draw participants to the game.

THE PRODUCT

Through growth, development and promotion, Cricket Australia brings the game of cricket to the people of Australia.

It is Cricket Australia's role to attract, develop and keep people in the game by building skills, participation levels and cricket pathways such as the MILO development programs that introduce young children to the basic skills of cricket through a modified version of the game.

At the elite level, Cricket Australia provides high quality training facilities and development programs to ensure the future success of the Australian men's and women's cricket teams and various representative sides.

Cricket Australia takes a leadership role in actively promoting the codes and policies of the game, both locally and internationally.

consolidates revenue-raising and new business activities for Australian cricket.

Cricket Operations manages Australian teams at international level, administers the country's premier domestic competitions, the Pura Cup and the ING Cup and the Women's National Cricket League, and oversees all first-class umpiring.

Finance and Administration manages Australian cricket's finances and administers its internal operations.

Game Development is responsible for overseeing all cricket development activity from the game's highest level through to its grass roots.

Legal and Business Affairs provides in-house legal counsel, and ensures that the organisation adheres to sound legal practice.

Public Affairs plans and implements the organisation's strategic communications programs, ensuring that cricket's stakeholders are kept informed about the game.

Cricket Australia became fully integrated with Women's Cricket in 2003. The integration will help develop clear pathways for female players from junior programs like CricHit through to Australian representation. Today, Australia's national women's team, the Commonwealth bank Southern Stars, serve as role models for thousands of young girls taking up the game each year.

PROMOTION

Cricket Australia's 'GoAussieGo' brand campaign conveys the message that cricket is a sport for all Australians regardless of age, gender, race or occupation. It is about the



Of course cricket is self-promoting to a large extent. On television both Test and one-day international cricket consistently rate higher than any other sport. Market research has also confirmed that cricket is Australia's favourite sport to listen to on radio and to read about in newspapers.

BRAND VALUES

Cricket Australia's mission statement is to advance cricket as Australia's national sport by growing participation and interest in the game; fostering the success of Australian teams; and striving for commercial excellence, in a manner that upholds the tradition, integrity and spirit of cricket.

RECENT DEVELOPMENTS

In 2002, the Australian Cricket Board published a strategic plan for Australian cricket called 'From Backyard to Baggy Green', identifying four strategic priorities: to strengthen and protect the spirit of cricket; to thrive at the elite level; to attract, develop and keep people in the game; and to ensure that cricket has a strong and sustainable financial base.

On 1 July 2003, the Australian Cricket Board changed its name to Cricket Australia, in order to build a more coordinated approach to branding throughout Australian cricket. A range of new Australian cricket logos has been developed along a similar shape to make them instantly recognisable as part of Australian cricket branding. This move was designed to ensure an integrated look and voice across all levels of the game, and to enhance the strength of the brand value.

Cricket Australia administers the game of cricket using a wide range of resources. In addition to the Executive department, which manages the day-to-day operations of the Chief Executive Officer and Directors, Cricket Australia operates six other departments.

Commercial Operations drives and



THINGS YOU DIDN'T KNOW ABOUT CRICKET AUSTRALIA

- There are 436,000 registered cricket participants in Australia.
- Women's cricket at international level has adopted the same baggy green cap as men's cricket with a slightly different logo.
- In April 2004, the Cricket Centre of Excellence opened in Brisbane.
- In the 2002-2003 season, Cricket Australia generated total revenue of \$87.1 million.
- The first recorded women's cricket match in Australia took place in 1874.